

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders	Order / Rev:	37694
	Alt Order #:	08888443
	Product Desc:	ISSUE
	Estimate:	661
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/23/12 / 10/23/12
	Order Type:	GENERAL

### Primary AE:

Sales Office:

### Sales Region:

Agency	Name:	<u>Mentzer Media Services</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>600 Fairmont Avenue</u>
		<u>Towson, MD 21286</u>

**Billing Type:**

### Billing Calendar:

**Billing Cycle:**

### Agency Commission:

Advertiser	Name:	<u>Restore Our Future</u>
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV2
	Revenue Codes:	AGY, POL, ISS

## New Business Thru:

#### Order Separation:

Advertiser External ID:

Agency External ID:

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	15	\$47,500.00	\$40,375.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$47,500.00	\$40,375.00	0.0
Totals	15	\$47,500.00	\$40,375.00	0.0

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

## Order Share

**KLAS** 30% \$47,500.00  
**Market** 100% \$158,333.33

Market 100% \$158,555.55

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$39,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/30/12	11/02/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	2	\$3,000.00	LV2	0.00	NM	2	\$6,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-TWTF--		2	\$3,000.00	0.00							
2	8	10/30/12	11/02/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	-TWTF--	:30	4	\$3,000.00	LV2	0.00	NM		4	\$12,000.00

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Alt Order #: 08888443  
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Restore Our Future  
Product Desc: ISSUE  
Estimate: 661

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-TWTF--	4	\$3,000.00	0.00												
3	8	10/30/12	11/02/12	8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30		3	\$5,000.00	LV2	0.00	NM	3	\$15,000.00	
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-TWTF--	3	\$5,000.00	0.00												
4	8	11/03/12	11/03/12	Sat 7-8p - ET Wknd	CM	7-8p	-----S-	:30		1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00	
<b>ET</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S-	1	\$1,000.00	0.00												
5	8	11/03/12	11/04/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30		2	\$2,500.00	LV2	0.00	NM	2	\$5,000.00	
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----SS	2	\$2,500.00	0.00												
6	8	11/04/12	11/04/12	8 News Now Sun AM #CM	CM	8 News Now Sun A-----S	:30			1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00	
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S	1	\$1,500.00	0.00												
7	8	11/04/12	11/04/12	CBS News Sunday Morn	CM	CBS Sunday Morn	-----S	:30		1	\$4,000.00	LV2	0.00	NM	1	\$4,000.00	
<b>SUN MORN</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S	1	\$4,000.00	0.00												
8	8	11/05/12	11/05/12	8 News Now 5p M-F	CM	5-530P	M-----	:30		1	\$3,000.00	LV2	0.00	NM	1	\$3,000.00	
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$3,000.00	0.00												
<b>Totals</b>															15	\$47,500.00	